

CLAIM AMENDMENTS:

The following listing of claims will replace all prior versions, and listings, of claims in the application:

1-13. (Canceled).

14. (Currently amended) A method comprising:

receiving, at a user device, a hot key signal from an interactive television network of an interactive television network provider, wherein the hot key signal comprises an internet protocol (IP) data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating a location of additional content, the hot key signal indicating an availability of the additional content, ~~the additional content comprising an additional advertisement;~~

determining, at ~~[[a]]~~ the user device, whether the additional content ~~hot key signal~~ is relevant to ~~[[the]] a user independent of any request by the user of the user device for the additional content, wherein the determination is based at least in part on whether the additional content is a content descriptor associated with the~~ additional content is related to content an advertisement being presented at the user device displayed;

responsive to determining that the additional content ~~hot key signal~~ is relevant to the user, ~~displaying with an electronic program guide (EPG) a hot key icon that enables the user to request indicating the availability of the additional content, wherein the additional content is viewable by the user at any time specified by the user; and~~ responsive to receiving ~~an indication that a request for the additional content via the hot key icon is accepted by the user, displaying presenting the additional content at the user device.~~

15. (Canceled).

16. (Currently amended) The method of claim 14, wherein determining whether the additional content hot-key-signal is relevant to the user further comprises determining whether a destination address of the hot key signal [[is]] matches an address of the user device.

17-34. (Canceled).

35. (Currently amended) A system comprising:

a receiver portion to receive a hot key signal, wherein the hot key signal comprises an internet protocol (IP) data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating a location of [[an]] additional ~~content~~ advertisement, the hot key signal indicating availability of the additional content advertisement; and

a processor, the processor to:

determine whether the additional content advertisement is ~~related~~ relevant to a user ~~a displayed advertisement based at least in part on whether a content descriptor associated with the additional content is related to content being presented at a user device;~~

responsive to ~~the determination~~ determining that the additional content advertisement is relevant to the user, ~~the advertisement~~, display with an electronic program guide (EPG) a hot key icon that enables the user to request indicating the availability of the additional content advertisement; wherein the additional advertisement is viewable by a user at any time specified by the user; and

responsive to receiving a request from ~~an indication that the additional advertisement is accepted by the user via the hot key icon~~, display present the additional content at the user device advertisement.

36-53. (Canceled).

54. (Currently amended) A non-transitory machine readable medium comprising having stored thereon a series of instructions that, when executed by a processor, cause the processor to: receive a hot key signal, wherein the hot key signal comprises an internet protocol (IP) data packet, the IP data packet having a header portion and a body portion, the body portion having a data field indicating a location of additional content, the hot key signal indicating availability of the additional content ~~comprising an additional advertisement;~~

determine whether the ~~hot key signal~~ additional content is relevant to a user, ~~wherein the determination is independent of any request by the user for the additional content, wherein the determination is based at least in part on whether a content descriptor associated with whether the additional content is related to content being presented at a user device is related to a displayed advertisement;~~

responsive to determining that the ~~hot key signal~~ additional content is relevant to the user, display ~~with an electronic program guide (EPG) a hot key icon that enables the user to request~~ indicating the availability of the additional content, ~~wherein the additional content is viewable by the user at any time specified by the user; and~~

responsive to receiving a request from ~~an indication that the additional content is accepted by the user via the hot key icon, present display the additional content at the user device.~~

55-65. (Canceled).

66. (Currently amended) The method of claim 14, further comprising prior to receiving the hot key signal, remitting a hot key user fee to a provider of the hot key signal.

67. (Canceled).

68. (Currently amended) The method of claim 14 ~~[[67]]~~, ~~further comprising wherein the hot key icon includes displaying within or adjacent to the EPG an indication of a manner in which the user can accept or decline request~~ the additional content.

69. (Currently amended) The method of claim 68, ~~further comprising, in response to user acceptance of the additional content, displaying within or adjacent to the EPG wherein the hot key icon includes~~ an informational message informing the user of related alternate describing the additional content ~~that is available to be viewed.~~

70-71. (Canceled).

72. (Currently amended) The system of claim 35 ~~[[71]]~~, wherein the processor is further to display, ~~within or adjacent to the EPG, provide~~ an indication of a manner in which the user can ~~accept or decline request~~ request the additional content.

73. (Currently amended) The system of claim 72, wherein the processor is further to, in response receiving the request to user acceptance of for the additional content via the hot key icon, ~~display within or adjacent to the EPG provide~~ an informational message informing the user of related alternate content that is available ~~to be viewed.~~

74-75. (Canceled).

76. (Currently amended) The non-transitory machine readable medium of claim ~~[[75]]~~ 54, further comprising instructions to display, ~~within or adjacent to the EPG, provide~~ an indication of a manner in which the user can ~~accept or decline request~~ request the additional content.

77. (Currently amended) The non-transitory machine readable medium of claim 76, further comprising instructions to display, ~~within or adjacent to the EPG, provide~~ an informational message informing the user of related alternate content that is available ~~to be viewed in response to user acceptance of the additional content.~~

78. (New) The method of claim 14, wherein the content descriptor comprises a content type.

79. (New) The method of claim 78, wherein the content type is a sporting event.

80. (New) The method of claim 78, wherein the content type is a movie.
81. (New) The method of claim 78, wherein the content type is an action movie.
82. (New) The method of claim 14, wherein the content descriptor comprises a content genre.
83. (New) The method of claim 14, wherein the content descriptor comprises a name of an actor included in the additional content.
84. (New) The method of claim 14, wherein the content descriptor comprises a name of a director of the additional content.
85. (New) The method of claim 14, wherein the content descriptor is stored in a content type field within the body portion of the IP data packet.
86. (New) The method of claim 14, wherein determining whether the additional content is relevant to the user is independent of any request by the user for the additional content.
87. (New) The system of claim 35, wherein the content descriptor comprises a content type.
88. (New) The system of claim 87, wherein the content type is a sporting event.
89. (New) The system of claim 87, wherein the content type is a movie.
90. (New) The system of claim 87, wherein the content type is an action movie.
91. (New) The system of claim 35, wherein the content descriptor comprises a content genre.
92. (New) The system of claim 35, wherein the content descriptor comprises a name of an actor included in the additional content.

93. (New) The system of claim 35, wherein the content descriptor comprises a name of a director of the additional content.

94. (New) The system of claim 35, wherein the content descriptor is stored in a content type field within the body portion of the IP data packet.

95. (New) The non-transitory machine readable medium of claim 54, wherein the content descriptor comprises a content type.

96. (New) The non-transitory machine readable medium of claim 95, wherein the content type is a sporting event.

97. (New) The non-transitory machine readable medium of claim 95, wherein the content type is a movie.

98. (New) The non-transitory machine readable medium of claim 95, wherein the content type is an action movie.

99. (New) The non-transitory machine readable medium of claim 54, wherein the content descriptor comprises a content genre.

100. (New) The non-transitory machine readable medium of claim 54, wherein the content descriptor comprises a name of an actor included in the additional content.

101. (New) The non-transitory machine readable medium of claim 54, wherein the content descriptor comprises a name of a director of the additional content.

102. (New) The non-transitory machine readable medium of claim 54, wherein the content descriptor is stored in a content type field within the body portion of the IP data packet.